

**Corrections Foundation, Inc.**  
**Board Meeting Conference Call**  
**Minutes**  
**October 13, 2006**

Board Attendees:

Mr. Louie Wainwright  
Mr. Jim Williams  
Ms. Rosa Carson  
Mr. Dave Mecusker  
Ms. Mary Ellen Dayan  
Mr. Robert Woody  
Mr. Jason Clinger

Absent:

Mr. Dick Pearce

Proxy:

Mr. Tom Rush  
Ms. Betty Bennett

Staff Attendees:

Mr. Chris Akins  
Ms. Sheila Logue  
Ms. Sheri Logue

Mr. Louie Wainwright called the meeting to order at 10:15 a.m. and established a quorum. Mr. Wainwright thanked the board for meeting on such short notice to discuss the special opportunity we have to introduce a Corrections Foundation specialty tag to the Florida Legislature for approval.

Mr. Wainwright updated board members on the process of initiating this project and referred to the documents that were express mailed and emailed to each member this week. Time is short to get our application submitted to the Florida Department of Motor Vehicles (DMV) however we are fortunate that the DMV has given us an extension to November 15<sup>th</sup> to submit our application. If the Board agrees to pursue this project an independent survey will be completed by an independent survey group who is approved by the

Auditor General and submitted to the DMV. This survey is the first step in the process and will demonstrate if there is enough interest in purchasing a Corrections Foundation license plate. Cherry Communications has given us a quote of \$12,000 to conduct the survey which will take about 3 weeks. Similar surveys range in expense from \$10,000 - \$20,000 and Cherry Communications has conducted the survey for 4 organizations that have successfully completed the specialty tag process, including the Police Benevolent Associations survey. We will plan on signing a contract with them by Monday October 23<sup>rd</sup> if the Board agrees to proceed.

The survey must project that overall sales will reach 30,000 plates for the application to become approved. This number is high, but it is recognized that this project will take time to build and the project will be allowed to continue as long as we have at least 1,000 sales a year. The application is very detailed and will outline how we intend to use the revenue raised. If the project's survey shows enough interest our marketing plan will include a full-time position to market the specialty plate and encourage sales. Mr. Wainwright noted that we have 2 very dedicated and talented volunteers assisting us in writing our application.

It was noted that the PBA's specialty plate had a slow start but has grown to become a large revenue source for them. Our plate will be marketed to Corrections personnel of whom 52% or nearly 15,000 of the Department are currently members. This gives us an excellent base to solicit from.

This project has the potential to become a lasting revenue source for the Corrections Foundation. Mr. Mecusker asked about allowable usages for the

revenue. Mr. Wainwright stated that the expenditures must be within our Articles of Incorporation and Bylaws and must be documented in our application to be accepted by the Department of Motor Vehicles.

Ms. Sheri Logue asked if operating and staffing expenses would be acceptable. Mr. Wainwright responded that anything allowing us to carry out our mission and bylaws would be acceptable and staffing is necessary to successfully carry out our mission.

Mr. Woody asked if it is feasible to sell 1,000 tags a year. Mr. Wainwright responded that he is confident that we would sell more than 1,000 a year noting that as the Department gets more specific about its support of the Foundation, we will notice an increase in membership and tag sales. The Department of Corrections should be close knit to their support organization, after all DC is 26,000 employees strong and we exist to serve them.

Mr. Williams suggested that we take out a low interest loan for the \$60,000 application fee and other expenses associated with this project.

Mr. Williams mentioned that the historical data of support within the Department makes him comfortable with the idea of selling a minimum of 1,000 tags. The requirement would be to sell 30,000 tags within 3 years and with our 15,000 member base including friends and family of these members this goal should not be a problem.

Mr. Mecusker agreed that the project has real potential and a solid base is established.

Ms. Carson asked who the volunteers were who were assisting us? Mr. Wainwright responded that they are retired DC employees from the Marianna area. Ms. Carson mentioned that the \$60,000 application fee is very high and questioned why it is so high. The Department of Motor Vehicles sets the fee. It may be set high to discourage small organizations who will be unable to sell a minimum of 1,000 tags a year.

Ms. Sheri Logue mentioned that the interest we earn on our CD and Money Market accounts will offset most of the expenses associated with the survey. We will also be able to solicit DC employees a month prior to their birthday to remind them of the opportunity to purchase a tag.

Mr. Wainwright added that he has spoken to Secretary McDonough and Mr. Prudom, Chief of Staff and they responded positively to the project. Secretary McDonough has experience regarding the tag process and felt that our goals could be achieved.

Ms. Dayan asked how the survey firm selects a random sample. Mr. Akins responded that their survey is based on a percentage of the population in each county and is a random sample of each county.

Sheri Logue asked if we were allowed to let DC staff know that the survey was being conducted. It was agreed that we could send a message informing them of the upcoming survey on which they would be asked for information including their name, date of birth, and license plate number which would authenticate the survey.

Mr. Williams made a motion to pursue this project and authorize the use of funds for the application fee and survey. Mr. Mecusker seconded and the Board unanimously approved the motion. Mr. Rush and Ms. Betty Bennett were unable to be present today but have voted by proxy in favor of the project.

Mr. Wainwright offered his apologies to the Board for the late notice and rushed meeting. He commented that we are on track with the full support of the Department of Corrections and the Board.

The staff and Board will move forward with the survey on Monday and also will select a representative and senator to support our bill in the Florida Legislature. Mr. Williams offered to contact Senator Steve Wise in the Senate if needed.

The meeting was adjourned at 11:15 a.m.